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AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LIV No. 11

DECEMBER 1, 1931

Per Copy 20c

S & H ROSES Now Ready to Move

Our Roses have prospered this year and have made splendid growth. Most types are now ripe and ready to dig. Below, we give a partial list of leading varieties, for your consideration. Write us for prices on whatever you are interested in, and ask for our Bulletin No. 2 if you were missed.



HYBRID TEAS

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Betty Uprichard
Briarcliffe
Chas. K. Douglas
Columbia
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Earl Haig
Elvira Aramayo
Etoile de France
Etoile de Hollande
Francis Scott Key
Gen. McArthur
Gen. Superior A. Janssen
Gruss an Teplitz
Jkhr. J. L. Mock
John Russell
Killarney Pink
Killarney Double White
Lady Ashtown
Lady Hillingdon
LaFrance
Lord Lambourne
Los Angeles
Miss Lolita Armour
Mme. Butterfly
Mme. Caroline Testout
Mme. Edouard Herriott
Mme. Jules Bouche
Mrs. Aaron Ward
Mrs. Erskine Pembroke Thorne
Mrs. Henry Bowles
Mrs. Wakefield Christie-Miller

HYBRID TEAS (continued)

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Padre
Pink Pearl
Premier
President Herbert Hoover
Radiance
Red Radiance
Rev. F. Page-Roberts
Souv. de Claudio Pernet
Souv. de Georges Pernet
Talisman
William F. Dreer
Willowmere

BABY RAMBLERS

Baby Tausendschon
Crimson Baby Rambler
Ellen Poulsen
Erna Teschendorf
Gloria Mundt
Golden Salmon
Greta Kluis
Ideal
Lady Reading
Miss Edith Cavell
Orange King
Orleans
Triomphe Orleanaisse
Verdun

HYBRID PERPETUALS

Anna de Diesbach
Capt. Hayward
Frau Karl Druschki
Gen Jacqueminot
George Arends
J. B. Clark
Magna Charta
Mme. Albert Barbier
Mrs. John Laing
Paul Neyron
Ulrich Brunner

MOSS ROSES

Blanche Moreau
Crested Moss
Henri Martin
Salet

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American Pillar
Climbing Am. Beauty
Crimson Rambler
Dorothy Perkins
Dr. Huey
Dr. Van Fleet
Eugene Jacquet
Excelsa
Flower of Fairfield
Marie Gouchalt
Mme. Gregoire Staechelin
Paul's Scarlet Climber
Tausendschon

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Agnes
Amelia Gravereaux
Conrad Ferd. Meyer
F. J. Grootendorst

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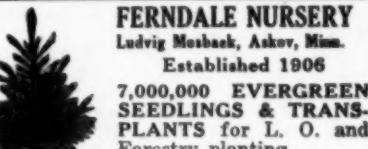
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AMERICAN NURSERYMAN --- December 1, 1931

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

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RALPH T. OLcott
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AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LIV

ROCHESTER, N. Y., DECEMBER 1, 1931

No. 11

Nurserymen's Message In Six Million Homes

That Is the Spring Schedule of the National Publicity Campaign—Saturday Evening Post the Big Boost—Five Additional Mediums—Radio

National Publicity Headquarters is ready for the Spring 1932 period of the Nurserymen's Campaign.

The schedule plans to put the Nurserymen's message into more than **SIX MILLION HOMES.**

A big feature is inclusion of the Saturday Evening Post, with circulation of more than 2,834,000, in the list of advertising mediums.

Throughout January, February and March Publicity Campaign announcements will be prominently displayed in this list:

Saturday Evening Post

Better Homes and Gardens

American Home

Nature Magazine

Country Home

Rural New Yorker

An unsolicited donation of \$2,500 has been made to the Nurserymen's Publicity Campaign Fund by Fred Bohen, Des Moines, Ia., publisher of Better Homes and Gardens. From the same source had previously come \$1,200.

Radio broadcasts on gardening have gone over big, radio station directors declaring that the fall planting records proved highly popular. Said one station manager: "If we had our way we would present such a feature at least once a week."

The November Campaign Service Bulletin presents a striking broadside in a double-spread of strong endorsements of the Campaign, with portraits of the authors who are prominent in their communities.

Alfred C. Hottes Delighted

The Nursery Campaign's Yard & Garden Contest program is stimulating the sale of Nursery products during the general depression in the belief of Alfred C. Hottes, associate editor of Better Homes & Gardens.

Mr. Hottes recently gave the Nursery industry valuable assistance when he served as judge in selecting this year's national winner in the Yard & Garden Contest movement. As judge he inspected hundreds of photographs of well-planted home grounds from all parts of the country. Each of these places had previously won a first prize in its own home town.

In commenting on the significance of

this big photographic exhibit to the Nursery industry, Mr. Hottes wrote George M. Sheets, director of the Yard & Garden Contest Division at national headquarters as follows:

"I was very much delighted with the entries in the Yard and Garden Contest this year. It would seem to me that in this period of depression the Yard and Garden Contest has done a great deal to stimulate the buying of Nursery stock, as all the people who have planned these lovely home-ground gardens seem to have done a great deal of planting in spite of the economic conditions. I assure you that it was a pleasure to assist in the judging, and hope that at any time I can be of help to you you will call upon me."

President Hilborn Says

An appeal to subscribers to the Nurserymen's National Campaign to meet the Dec. 1 subscriptions promptly is made by President E. C. Hilborn of the American Association of Nurserymen, who points out that the campaign has been a big influence in the sale of Nursery stock during the past year; in fact, that it moved enough of the Nurserymen's goods to pay salaries in a great many instances. In an open letter to all subscribers, Mr. Hilborn says:

"The Nurserymen's National Campaign sold a considerable portion of our goods last spring and we have laid most careful plans which we confidently hope will be of material assistance in selling Nursery products again next spring. I believe that our cooperative effort, stimulating public interest in trees, shrubs and flowers, practically paid salaries in a great many Nurseries through the amount of business that was brought in. And I feel that the campaign with its many activities—magazine advertising, newspaper publicity, the radio and the various sales helps, will stimulate enough business to help pay salaries again next spring.

"The big expenditure in every Nursery is for the purpose of securing sales. One-half of one percent is not a big item to add to total yearly commissions or catalogue-advertising costs if it helps to produce the sales volume. Every Nursery that checks its stock sheets will be impressed with the fact that a sales volume during the past two years was best maintained on those items featured by the advertising campaign.

"The great majority of campaign subscribers are meeting their pledges promptly. As ours is a cooperative movement, I

feel that good sportsmanship as well as good business alike urge all to pay their pledges promptly so that our money will match that of our fellow Nurserymen to produce the largest possible amount of sales in the spring of 1931."

American Rose Society

Garden Clubs, Rose Societies and Horticultural Organizations May Become Affiliated

The regular meeting of the directors of the American Rose Society was held at the office of Dr. J. Horace McFarland, Harrisburg, Nov. 20. The president and editor reported the December 1st Quarterly ready for press. It will contain, among other interesting data, an announcement regarding the new lectures for members on the Pacific coast, and also another set of lectures with 100 colored lantern slides for the use of affiliated organizations and members, upon the payment of \$10 and transportation charges, upon arrangement with the secretary's office at West Grove, Pa.

It was agreed to publish 2000 of a separate publication that should include Standing Rules for Nomenclature and Registration, suggestions for holding a Rose Show, for holding a Pilgrimage, Rules and List of Books of the Loan Library, the Constitution and By-Laws, etc.

The treasurer, S. S. Pennock, reported a balance of \$4,203.65 for current expenses, and that during the past year every member had received a copy of the primer, "What Every Rose Grower Should Know," which had cost \$2565. The secretary presented a membership report, showing an increase of 219 new members over the same period of 1930, though with a net reduction of 59 for the year to date.

In order to extend the number of affiliated organizations, the rules were changed to read as follows: that any Garden Club, Rose Society or Horticultural organization might become affiliated as a sustaining member of the American Rose Society for an annual fee of \$10, said Club to receive in consequence, during each year of membership, one set of all publications as issued, and to be entitled to offer at their Flower Show one silver and two bronze medals of the American Rose Society; furthermore, that any such affiliated sustaining member Club will be entitled to send to the Secretary's office, providing five or more are sent at one time, affiliated membership subscriptions and the affiliated Society may retain for its own use, \$1 of the \$3.50, remitting \$2.50 per membership to the American Rose Society. Such affiliation individual rate, however, is possible only in the case of membership in the Club which shall have taken official action and shall have sent to the office of the Secretary \$10 admission fee.

Plans were approved as a basis of cooperation with the Woman's Home Companion in the judging with relation to the \$1000 Prize offer made by that magazine for the greatest improvement in Municipal Rose Garden contest.

Encouraging Example of Business in Government

Rather Than Government In Business—Marked Evidence of Cooperation With Nurserymen In the Administration of Plant Quarantine and Control

By Lee A. Strong, Chief of U. S. Bureau, Washington, D. C.

FEDERAL GOVERNMENT ADVISES NURSERYMEN TO MAKE STRONG SELLING POINT OF "GOVERNMENT CERTIFIED NURSERY STOCK"

Thus Indorsing the Advice Given to the Trade Many Years Ago by the "American Nurseryman" and Consistently Repeated Time and Again by This Journal Alone of All Horticultural Publications Commending this Government Aid

U. S. DEPARTMENT OF AGRICULTURE ADVICE TO NURSERYMEN

Selling Points Cited by Lee A. Strong, Chief, Plant Quarantine and Control Administration, In Full Cooperation With Nurserymen

- 1—Use Government Inspection As a Selling Phase
- 2—Nurserymen Urged to Take Advantage Thereof
- 3—Meat Packers Have Long Used This Argument
- 4—Federal Inspection a Strong Talking Point
- 5—Protection Assured to Buyers of Nursery Stock
- 6—Plant Pests Are Not Spread by Certified Stock
- 7—Inspection Efficiency Back of All Certificates
- 8—Entirely Proper For Producers to Stress This Fact
- 9—No Legal Responsibility Expressed or Implied
- 10—Plant Quarantines Placed Only When Necessary
- 11—Buyers Are Protected by Federal Inspection
- 12—Inspected Nursery Has Been Directly Indorsed
- 13—An Entomologist Receives Government Assurance
- 14—Direct Results of Citing "Government Inspected"
- 15—Case of Nurseryman Directly Benefiting by Rules
- 16—Nurseryman Not for Modifying the Regulations
- 17—U. S. Cooperation to Producers Is Gladly Extended

Farmers and others who sell plants and produce from areas under Federal plant quarantine because of destructive pests, may take advantage of quarantine inspection to aid their sales by advertising their products as passed by government inspectors, when such is the case, suggests Lee A. Strong, chief of the Plant Quarantine and Control Administration of the U. S. Department of Agriculture.

"Meat packers have long used government inspection as a selling point and there appears no reason why producers in a plant quarantine area should not do the same," Mr. Strong says.

Would Avoid Financial Loss

"Certificates allowing produce to move from quarantined areas are given only after ample inspection," Mr. Strong says. "Quarantine enforcement is not a happy undertaking, either for officials charged with the responsibility of making it effective or for the people who are inconvenienced by the required regulations. Plant quarantines are not placed on an area except when absolutely necessary to prevent the spread of pests. Federal authorities do not wish to cause financial loss if it can be avoided. Therefore, all plants or produce for shipment

out of quarantined areas are passed, if they stand inspection. That plants passing Federal inspection are free from the pests quarantined against is indicated by the fact that over a period of years, no insect pests are known to have been spread through shipments passed by Government inspectors."

With this good record, buyers are assured of protection against pests from plants that have passed Federal inspection, the plant quarantine chief says. It appears entirely proper for producers in selling their products to emphasize these facts as sales helps, he adds.

"While, of course, no legal responsibility, expressed or implied, can be assumed in the premises by Government agents," he says, "the efficiency of the inspection that is back of all the certificates and permits is testified to by the results extending over many years."

For Reasonable Assurance of Safety

"Let me emphasize that the U. S. Department of Agriculture tries to make its inspection service on account of plant pests so effective that a certificate authorizing movement of products from the infested zone means reasonable assurance of safety to buyers."

"Cooperation to producers gladly is extended by the department in properly presenting the facts to potential purchasers who may lack dependable information."

Mr. Strong cited several instances where the department's inspection worked to the advantage of the sellers of plants from quarantined areas.

Not long ago the department received a letter from a woman living outside the area now under regulation for a serious pest, stating that she feared the infestation of her premises by this insect, and asking if it would be safe for her to buy plants from a specified Nursery located within the section where the restrictions are effective.

Customer Need Not Hesitate

In reply, this correspondent was advised by the Plant Quarantine and Control Administration that she need not have any hesitation in accepting plants from the Nursery in question, since it is regularly and thoroughly inspected, and all plants therefrom, designed for points outside of the regulated area also are inspected and certified for movement.

Another recent occurrence illustrates the point. A Nursery concern, in a quarantined area, received an inquiry from the official entomologist of a state in which the pest never has been found, asking what precautions were taken in reference to products sold to buyers in that territory. The entomologist was informed by the Nurseryman that for a number of years he had been shipping to all parts of the country, under Federal supervision, without a single instance of an infestation in free territory from plants so moved. The correspondence was sent to the field leader of the quarantine. From him the state entomologist also received information and assurance and decided that his state would run no risk in accepting products from inspected Nurseries.

"Government Inspected" Brought Sales

When a Federal quarantine had to be placed on products of a state suddenly infested with a major pest, pending the outcome of eradication measures, which fortunately proved successful, it was necessary to require special treatment before certain interstate shipments could be authorized. Many producers and shippers felt they were unfairly restricted and some of them made little effort to sell goods in the territory open only to products which had been subjected to the required treatment, under official direction, and thereafter certified for shipment.

One large distributing agency, however, prosecuted its sales efforts with customary energy, definitely advertising its products as "Government inspected." Records later showed this distributor did almost a normal business in the region specially affected. At the beginning of the next season, renewed demands were made for modification of the regulations, but this concern was not one of the petitioners. The manager explained that their trade was so satisfactory in the territory where others found difficulty in selling that he was not interested in less stringent regulations.

Texas Nurserymen Volunteer Certification Plan

"Whereby the Public Will Be Protected in Purchase of Pecan Nursery Stock"—To Inspect Production and Sales Records—Nurserymen Enthusiastic

Following announcement is made by the Department of Agriculture, State of Texas:

The State Department of Agriculture, realizing the importance of high grade Nursery stock to the pecan industry, believes that one of its first obligations to the industry is to protect the public in purchases of pecan Nursery stock and to promote such movements as will tend to make available a source of dependable stock.

In furtherance of a program to create a source of properly labeled pecan Nursery stock accurately represented, the Division of Edible Nuts is offering to the growers of the state a certification program that is both unique and progressive in its field.

A voluntary state register has been established in this office for the participation of Nurserymen in filing affidavits and certified statements regarding their stock that they will offer for sale, and will form the basis of state certified tags prescribed by the Department.

We are attaching herewith an application blank together with a copy of the certified tag and of tentative regulations relative to the voluntary movement. If you are sufficiently interested in this program you will completely fill out and return the application blank duly executed. The Department has made arrangements with a printing firm in Austin to print tags at the rate of \$3.10 per M. The tags may also be had, water-proofed, at an additional cost of 50c per M. All tags will be available to you at cost. If your order is approved it will be turned over to the printer, and he will bill you direct, c. o. d. for the printing costs. Postage or forwarding charges will be taken care of by the Department of Agriculture.

The Division of Edible Nuts is making it a part of its program to maintain an inspection service in connection with the issuance of the tags.

You will understand that this is a voluntary certification program, and you are in no way obligated to participate.

Further realizing the many difficulties involved in inaugurating a program of this kind, we will appreciate any suggestion or comment that you may have to offer with reference to its betterment, and we trust that we may have your continued cooperation in our work.

J. H. BURKETT, Chief
Austin, Tex. Div. of Edible Nuts

TENTATIVE

Rules and Regulations Relative to the Voluntary Pecan Nursery Stock Certification Program

1. Applicant must have a reputation for honesty and fair dealing.
2. Applicant must furnish affirmation, duly executed, showing that he is the actual grower of the pecan stock in question.
3. Applicant must submit affirmation showing the origin of the root stock, stating specific age of the root and top respectively in said affirmation. Statement must also show where the stock was grown, giving county or locality. Seedling should be classified as Texas-grown, or out-of-State.
4. Applicant must agree in writing, to tag each tree of the certified stock in question with a certified label to be acquired by the grower through the State Department of Agriculture. Certified labels will be available at cost.
5. Applicant must agree that if he

handles pecan Nursery stock other than "State Certified," he will plainly mark it by conspicuous label: Not "State Certified."

6. Applicant must agree to guarantee that the trees to which certified labels will be attached will be as represented.

7. Certified tags shall be used only for the year designated thereon.

8. Applicant must agree that he will comply with all rules and regulations relative to the use of certified labels as prescribed by the commissioner of agriculture.

9. It is to be understood that the applicant is to pay c. o. d. charges on all tags ordered; while postage or forwarding charges will be taken care of by the Department of Agriculture.

10. All agreements must be in writing, on file with the State Department of Agriculture, Austn, Tex.

trees, accurately and completely described so as to give the grower a dependable selection in root stocks, etc.

Many of these growers will omit their names from tags and will have only their registry numbers appearing as certification of their stock in order that their stock may also enter the trade through the distribution of the general Nurserymen.

The program should mean much to the pecan industry.

J. M. DEL CURTO, Chief
Austin, Tex. Division of Horticultural
Inspection & Quarantines

Nurserymen's Conference

A variety of Nurserymen's problems are listed for discussion at the second annual Nurserymen's Conference at the New York State College of Agriculture, Ithaca, N. Y., Dec. 8-10, according to the announcement of Professor C. J. Hunn. Emphasis is given to overcoming difficulties caused by hard times, to correcting some trade practices, and to promoting sales.

Some of the sales topics include: Newspaper and magazine advertising, direct sales, special sales areas, lawn service, temporary sales, what the salesman should know about plants as to their value to the purchaser and how they satisfy, and establishing a landscape service. A model landscape office will be in operation during the conference.

Dr. Liberty Hyde Bailey will discuss the fundamental basis of landscaping, including reasons for value and some suggestions on the psychology of beauty. Some of the other topics listed include: Cover crops and fertility, diseases and insects, the economic use of land, the value of woody plants to the home owner, perennials, biennials, and bulbs, modern trends of gardening and fads of today and tomorrow.

The first conference, held last December, was attended by 77 Nurserymen representing 52 Nurseries in New York, Massachusetts, Connecticut, Pennsylvania, and Ohio. Complete programs are available on request to Professor C. J. Hunn at the New York State College of Agriculture, Ithaca, N. Y.

Trade Associations

The important part the trade association plays in the readjustment of business to changing conditions and in the better direction and control of economic activities was brought under scrutiny at the joint meeting of the officers and members of the executive committee of the American Trade Association, executives and officers and members of the staff of the National Chamber held in Washington.

Emphasis was laid especially upon the trade association as the main instrumentality for coordinating individual business efforts and shaping national trade and industrial policy. President Strawn, of the National Chamber, said: "If trade associations were a good thing ever, they are certainly so now. Never was there a time when cooperation was so necessary. Resigning from a trade association is the poorest economy in which one could indulge."—The Nation's Business

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

Published Semi-Monthly by
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ROCHESTER, N. Y., DECEMBER 1, 1931

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1863, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production."

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. Chief exponent of the American Nursery Trade.

The Mirror of the Trade

Nurserymen Making America More Beautiful

COMMENTING on the remarkable results of the Yard and Garden Contest feature of the Nurserymen's Publicity Campaign, the contest manager, George M. Sheets, says: "Everywhere the contests have brought results. Actual dollars have been added to property values by the clearing up and planting of individual home grounds. Appearance of cities as a whole has been greatly changed for the better. Attractive yards make inviting streets. Beautiful thoroughfares distinguish any community. Greater civic pride and loyalty are built up."

STRONG (LEE A.) TALKING POINT

Proof of practical cooperation with Nurserymen on the part of the Plant Quarantine and Control Administration, Washington, D. C., is again seen in the announcement in this issue by the chief of the bureau, Lee A. Strong, suggesting direct use by Nurserymen, in their selling propaganda, of the fact that certification of Nursery stock for shipment outside of a quarantined area assures buyers of such stock that it has been inspected by a government representative employed for the purpose and by that action may safely be purchased and planted.

It is a strong selling point that the head of the Plant Quarantine and Control Administration announces that federal inspection assures protection to the planting public and the trade, since plant pests are not spread by certified stock as shown by a record over a period of years and that it is entirely proper for producers to stress this fact.

Years and years ago, when the Nursery trade was experiencing its first general contact with federal and state quarantine regulations and was inclined to rebel in toto, the management of this journal stressed the fact that inspected and certified Nursery stock afforded a highly valuable talking point in selling such stock to the planting public which was beginning to inquire as to freedom of Nursery stock from plant pests. Such stressing of an important fact was an exclusive feature and this journal for a long time was the only horticultural publication taking that position. It has repeatedly directed attention through the years to the very point the head of the administration now emphasizes. It has seemed all along that it should not have been necessary to argue in behalf of this valuable selling point without which the public would be plant-shy in many cases.

While there is still cause for criticism of features of plant quarantine administration, this is tempered by appreciation more and more of what the government is trying to do to mitigate effects complained of. Time and again, especially of late, the authorities have evinced a spirit of cooperation with Nurserymen. As cited by Mr. Strong there are cases where reciprocation of such cooperation and taking advantage of a potent slogan has proved of marked profit to a distributor of certified Nursery stock.

Certified Nursery Stock Is Safe to Plant
—U. S. Plant Quarantine Administration.

GOOD GENERAL PROPAGANDA

The practical nature of the work of the A. A. N. committee on botanical gardens and arboreta was graphically depicted in the report of the committee at the Detroit convention. The tireless activity of Chairman Robert Pyle was evidenced in his address prefacing the presentation, in the official report drafted under his personal direction which included a list of 85 projects in 23 states, the District of Columbia, Hawaiian Islands and Ontario, Canada; and in a detailed account of the development up to date of these projects, embodied in a 14-page supplement to the report; also in a map of the United States showing location of the projects named. The entire report occupies 24 pages of the printed official proceedings of the convention.

The subject is of particular interest to the Nursery trade; for, as Mr. Pyle points out, the arboreta when and as they are established afford opportunity for the Nurseryman or landscape architect to say to his client: "If you wish to see what kind of a tree that will be, visit the arboretum and examine a tree of the same kind." It is desired to have arboreta all over the country to facilitate such examination. There are now six or seven in California, two each in Oregon, Washington, Minnesota, Kentucky and Illinois; three in Texas and Michigan, four in Tennessee, quite a number in Ohio, one each in Indiana, North Carolina, Virginia, West Virginia and Colorado, about a dozen each in New York and Pennsylvania, some of which have been established a century and a half.

"We have been talking about Standardized Plant Names," says Mr. Pyle. "Most Nurserymen realize the great value of that book, but what many Nurserymen need in addition is identification material by means of which they and their clients can see what those names represent."

At the suggestion of President Fraser at the time of the presentation of the report Chairman Pyle has asked Secretary Sizer to have printed 150 copies of the report, including the map, to be sent to each director of the arboreta named. It is the belief of Mr. Pyle that copies of the report, and perhaps additional matter relating to a brief history of the principal

American Nurseryman Indexes

For the Well Informed

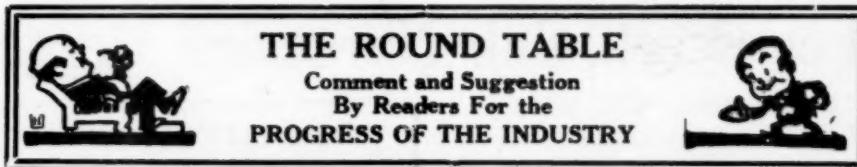
On the inside back covers of recent issues of this journal have been published indexes of its contents as follows:

Sept. 1 Issue—Vol. LIII, Jan.-Mch. 1931

Sept. 15 Issue—Vol. LIII, Apr.-June 1931

Oct. 1 Issue—Vol. LIV, July-Sept. 1931

File for Reference



"Little To Be Accomplished With Band Wagons and Trumpets"

Editor, American Nurseryman:

It is with apologies to you and your readers that I ask your indulgence for once in a matter of a personal nature.

I beg you to reprint the following paragraphs from Mr. J. Horace McFarland's letter in your Nov. 15 issue, with my comment.

"Of Mr. van Melle's importance in horticulture I have no knowledge. It does not seem to have gotten into transactions with other Nurserymen sufficiently to be recognized in a well-known directory. I am not even sure that he was in America when Standardized Plant Names was issued, and I am at a loss to understand why he would like now to upset the influence of a publication in the making of which all the live trade and amateur organizations joined, which was fostered by men of real national authority, and which has been adopted as standard in most of the progressive Nurseries, nearly all the horticultural publications of the land, and in many educational institutions.

"The American Association of Nurserymen has spent too much money on this great work to have its influence toward 'making buying easy' further interfered with by an obscure Nurseryman who has done no constructive work in any direction observable.

"J. HORACE McFARLAND"

The subject of the papers I have submitted recently in various publications may be described as: "STANDARDIZED PLANT NAMES in Relation to the Stabilization of Trade Nomenclature."

I would have been delighted to discuss this subject with Mr. McFarland in a pertinent manner. But it is very apparent from the vicious, personal and unseemly nature of his remarks, as quoted, that he is not competent to discuss it. He lacks the gift of pertinent discussion. Mr. McFarland has contributed only one thought to this

projects could be used appropriately as information for those who might be directly interested in the establishment of more arboreta. In this connection Mr. Pyle says that there are zones in the United States where the purpose might be much better served by having one really good arboretum with everything for that particular zone centered therein, rather than letting several weak projects spring up in that zone and, even altogether, not supplying the need because of lack of facilities.

As projects for starting or developing arboreta come to light, the **American Nurseryman** would be pleased to be advised thereof, to the end that the record so comprehensively summarized by Chairman Pyle's committee may be extended.

Also, in the light of the direct benefit attained by education of the public to the interest and uses of trees and shrubs, Nurserymen can profitably keep in mind arboretum activity to the end that public-spirited persons inclined to give their time and means to such projects may have every encouragement. It is good general propaganda.

recent exchange. It is this: "Who ever heard of van Melle?"

The stabilization of trade nomenclature is a subject which will require more pertinent thought. It requires serious study. Mr. McFarland is not a student. He is a propagandist and there is very little to be accomplished along this line of study by means of bandwagons and trumpets.

Yours very truly,
P. J. VAN MELLE

Poughkeepsie, N. Y.
Nov. 18

In the Pacific Northwest

Toppenish, Wash., Nov. 18—Conditions here in the Pacific Northwest are the same as elsewhere; greatly reduced demand and as a result too much stock. There is not as much available in fruit trees as there has been for many years, and all fruit trees except sour cherries and pears will probably clean up. There is a surplus of ornamentals, however.

The recent upturn in wheat has made the outlook more hopeful; and, while we do not look for as good a business as last spring, we do expect the following year's sales will show a decided increase, with much better prices prevailing.

WASHINGTON NURSERIES,
B. R. Sturm

Horticultural Standards 1931

By E. C. Hilborn, President

The Standardization Committee has just completed a very remarkable bit of service for the Nurserymen. There is now in the press a new book of Horticultural Standards which has been adopted at respective conventions of 1923-28-30-31. I have just had the privilege of seeing the proof sheets of this fine piece of work and am impressed with the vast amount of work and service rendered by this committee. The committee is composed as follows: E. S. Welch, President; H. S. Chard, Albert F. Meehan, Charles H. Perkins, Charles O. Rolfe.

This book will soon be in the hands of the Nurserymen.

The path was blazed for the first work of Horticultural Standards by the committee headed by Harlan P. Kelsey and published in 1923. E. S. Welch, who was a member of that committee is now chairman of the present committee and thus has been provided a continuity of effort and viewpoint. One would have to see the new work to appreciate the painstaking effort and vast amount of detail with which the committee has labored and which I am confident to say has mastered to comprehend its importance.

Just a bird's eye view of the headings will give some idea of the thoroughness with which the committee has done its work. There are six different classifications of shrubs, each classification giving the customary commercial size and designating the number of canes that are required for standard sizes. In each one of these classifications are listed the actual varieties that are known to the trade. For example, in Classification 2, one finds that a 3-4 ft. shrub of *Prunus Triloba*, bush form, must

have not less than four canes and be above three feet. From Classification 5, one learns that *Berberis thunbergi Minor* (Box Barberry) if sold as 2-2½ ft. shrub, must have not less than six canes.

With equal thoroughness there are varieties, classes and grades of the roses, trees, etc. In evergreens one is impressed with the fact that there are set up at considerable length five distinct types and the standard set-up for these varying types.

It was not my thought to discuss the work in detail but merely call to the attention of the trade that here is an exact standard to guide the Nurserymen in the grading of Nursery stock.

This should go a long way toward avoiding disputes and poor grades. It should serve as a guide when points of difference arise between firms as to the settlement in case of disputed grades.

The American Association of Nurserymen has been exceedingly fortunate in having men serve on committees and work faithfully and untiringly without direct reward. Several committees might well be mentioned as deserving of special honor. But at this time a committee on Horticultural Standards is deserving of our special praise and thanks, and I sincerely hope that the various Nurserymen when receiving their copy will take the trouble to write to brothers Welch, Chard, Meehan, Stark and Rolfe and express their appreciation. This is a good time for bouquets to the living.

We are advised by Secretary Charles Sizemore that additional copies of this report on Horticultural Standards can be obtained from him at 25c each, or \$2.50 per dozen delivered.

Say you saw it in "American Nurseryman"

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Fresno and Fancher Creek, Cal., Nurseries Merge

Merger of the Fancher Creek Nurseries and the Fresno Nursery Company, two of the oldest and best known firms of their kind in central California, was announced last month by M. R. Jackson, who becomes general manager of the new concern which will be known as the Fancher Creek and Fresno Nurseries.

The Fancher Creek firm was founded in 1884 by the late George C. Roeding, who was one of California's outstanding figures in horticulture, and the Fresno Nursery Company was formed in 1885 by Frank H. Wilson. The Fancher Creek has been regarded as one of the leading Nurseries of the West.

Mr. Jackson, who has been in charge of the Fresno Nursery for the past 15 years, says the Fresno Republican, announced that the consolidation of these two Nurseries has been contemplated by the owner, the George C. Roeding Company, for sometime, as it was felt that by joining these concerns the customers of both could be better served as they would then be in a position to select from a much larger stock of fruit trees, grape vines, ornamentals and general Nursery stock.

The general manager stated that the main office of the new firm will be on the Golden State Highway, south, which is the present location of the Fresno Nursery Company, where all clerical work will be handled. The personnel of the offices, sales-yards, growing grounds and other branches will be practically unchanged and the places of business will be as formerly.

"It is the earnest desire of the new company," Mr. Jackson said, "that customers of both the Fancher Creek and Fresno Nursery will continue to favor us with their patronage." The two concerns have a combined authorized capitalization of \$300,000.

Members of the Kansas Association of Nurserymen will meet with the Kansas Horticultural Society in Winfield, Kan., Dec. 9-10, but will not have a separate program. The Nurserymen's business meeting and election of officers is now held in the summer.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, \$1.50 extra per year.

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TREE & SHRUB SEEDS

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Seeds of Conifers, Trees, Shrubs & Fruits
You will save money by placing your order
for TREE SEEDS with me, and you will obtain
the best results. The seeds are harvested directly
by my Firm, and are ready for shipment direct
to you as soon as gathered without undue
delay.

If you have not my Price-list ask for a copy
for consultation before you order. It is free.
Best Quality—Lowest Prices—Reliable Service

C. R. BURR & COMPANY, INC.
Manchester, Conn.
A COMPLETE ASSORTED LINE
FOR THE COMING SEASONS

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\$1.40 Per Issue
Under Yearly Term \$1.25

New Merchandising Device

Two well known Minnesota Nurserymen, Ray P. Speer, Minneapolis and V. L. Rushfeldt, Sheltergreen Nursery, Albert Lea, are interested in the production and distribution to the trade of a new wrapper—a rubber envelope or bag—which slips up over the roots of plants offered for sale, hugs them tightly and keeps them from drying out for an indefinite period. The device is receiving favorable consideration by Nurserymen who have examined it, because of its use in opening up new outlets for Nursery stock. Those in the trade who prefer to regard store sales of Nursery stock as a natural development rather than as competition are interested in the fact that "Rubber-Wrapt" Nursery stock can be displayed on tables and counters on the main floors of stores with the same neatness that characterizes other displayed goods, thus bringing Nursery stock up out of store basements to main entrances and greatly increasing prospects of sale.

The rubber bags are of various sizes and of attractive colors; they may be slipped up over flower pots or over the plant roots when removed from the pots, tightly rubber banded at top, they hold water securely; suited for merchandising evergreens, perennials, trees and all potted plants in chain and department stores, drug stores, hardware stores, Nursery sales yard, florist shop, roadside market. Rubber-Wrapt is produced in Akron, O.

The Hartford, Conn., Courant said recently: "The decision of a Nurseryman to change his place of business has led G. Fox & Company to offer its patrons a stock of shrubs at one-half price. When C. E. Wilson, Cromwell Nurseryman, decided to move back to Manchester, his former place of business, he sold his stock instead of moving it. G. Fox & Company was the buyer."



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Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

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NURSERY TOOLS
LEONARD FULL-STRAPPED SPADES
KUNDE KNIVES AND SHEARS
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Illustrating over 600 Hand Tools
A. M. LEONARD & SON
PIQUA OHIO

FROM VARIOUS POINTS

They Positively Shriek—"Your customers can't hide themselves. Go down the street and a casual observation will reveal the need of trees, plants and flowers. Deformities caused by the lack of the proper themes in gardening and landscaping cannot be hidden. They positively shriek for your stuff and you can almost hear them say: 'Plant me here.'"—E. St. Elmo Lewis

Silly Monotony—"But I am compelled, sorrowfully, to admit that the average American Nurseryman does not like to be bothered about new things. He is a manufacturer, not a plantsman. * * * I just can't feel happy to drive across the country and see painful repetitions of the same small range of stuff and, at the same time, listen to tales of woe from Nurserymen who can't sell enough plants to keep them happy because they are continually contributing to this silly monotony."—J. Horace McFarland

Plant Patents—Five have been issued, up to present writing: No. 1: Rose "New Dawn," climber; to Somerset Rose Nursery, New Brunswick, N. J., Aug. 18, 1931. No. 2: Rose "Senior," to Frank Spanbauer, Medina, N. Y., Oct. 13, 1931. No. 3: Carnation, sport of Joan Marie, to Florex Gardens, North Wales, Pa., Oct. 20, 1931. No. 4: Young Dewberry, thornless, to E. L. Pollard and J. E. Sherrill, Chino, Cal., Oct. 20, 1931. No. 5: Rose, sport of Talisman, to Victor Groshens, Roslyn, Pa., Nov. 10, 1931.

Showing Farmers How—With a good seed crop this year in most forest regions, farmers who contemplate planting forest trees have opportunity to grow their own planting stock at low cost. Seedlings suitable for planting vacant or eroding lands or odd corners of the farm can be raised in rows in the garden or in suitable soil in the field, says W. R. Mattoon, of the United States Forest Service.

Mr. Mattoon advises care in picking a place for growing the seedlings. Gardens are generally good places for black walnut and other hardwood trees, but they are unfavorable for pines. Pine Nursery beds should be placed in acid rather than alkaline soil.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, \$1.50 extra per year.

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TRADE MARK
THE ORIGINAL ELASTIC PARAFFIN COATING FOR
Rose Bushes, Ornamental Shrubs, Trees, Bulbs etc.
Grafting and Budding.
REPELS RODENTS AND BORERS.
Manufacturers and Wholesalers
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SACRIFICE PRICES
New Prices on American Elm Trees
Per 100
6-8 feet.....\$20.00 1 1/2-1 1/2 inch. \$ 90.00
8-10 feet..... 35.00 1 1/4-2 inch..... 135.00
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Nursery practice or horticulture in any
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Ohio University Landscape Gardening Course

The Landscape Gardening short course, to be held at Ohio State University, Columbus, Dec. 9-11, will be of an extremely practical nature. The program on Dec. 9 covers discussion of various phases of garden and yard design, and is being provided by three of the outstanding commercial and professional landscape men of Ohio. Carl Frye, landscape architect of Columbus, O., has had many years of practical experience in a wide practice throughout Ohio; in his talk on "Small Yard Design" and again on "Garden Accessories" will give information of use to the landscape gardener. The problem of today, when many landscape jobs deal with the small yard, will be amply discussed.

Clarence Siebenthaler, as landscape architect for the Siebenthaler Nurseries, Dayton, O., has had large experience not only in the vicinity of Dayton but throughout southern Ohio. No one in the state is better qualified for a discussion of construction costs than is Mr. Siebenthaler. His talk is entitled "Formal Garden Design."

The problem of "Plan Making" will be discussed by George Siebenthaler, just back from a year's tour of Europe.

Program for Dec. 10 includes: "Shrubs for Every Purpose," Prof. L. C. Chadwick; "Ohio Rock Gardens" (illustrated), Prof. Victor H. Ries; "Annual Flowers," Irwin Klein; "Wild Flower Gardens" (illustrated), Ed. S. Thomas; "Developing Garden Features," Carl Frye.

Program for Dec. 11: "Weed Control," Prof. L. C. Chadwick; "Garden Fertilizers," G. H. Poesch; "Merchandizing," P. D. Sickles; "Budgeting Your Business," Dr. Spurgeon Bell; Round Table Discussion of Collections, Walter Stephens.

George Seymour has established the Calimesa Nursery, Yucaipa, Cal.

E. P. BERNARDIN Parsons Wholesale Nurseries PARSONS, KANSAS

Established 1870

Specialties

Amoor River North Privet, 2 yr., 2-3 and 3-4 ft., well branched.
Bungei Catalpa, 4½ to 8 ft. Stems.
Lombardy Poplar, 5-6 to 10-12 ft.
American Elm, 8-10 ft. to 3 in. cal.
Lonicera Bella Albida, 2-3 to 5-6 ft.
Deutzia Pride, 2-3 to 5-6 ft.
Forsythia Asst., 2-3 to 4-5 ft.
Elders Asst., 2-3 to 4-5 ft.
Cornus Asst., 2-3 to 4-5 ft.
Tamarix Asst., 2-3 to 5-6 ft.
Purple Wisteria, 2 & 3 yr.

EVERGREENS—Biotas and Junipers, in good supply.

Long List of Ornamentals in generous supply.

To Push Certified Products

Success of the proposed advertising campaign to be staged by the Southern California Nurserymen's Association was virtually assured at the regular monthly meeting Nov. 12, at the Mary Louise in Los Angeles, when over 50 per cent of the required \$150 a month was pledged for three months in advance. It is planned to start the campaign Jan. 3, attempting to educate the public to the superiority of "Certified" products as handled by association members. The plan embodies a 4-inch ad in the Farm and Garden section of the Los Angeles Sunday Times and the copious use of the association emblem by members.

Three Minnesotans, "eminent in the field of horticulture," were honored Nov. 18 when they received life membership in the Minnesota State Horticultural Society at the sixty-fifth annual dinner of that organization in the Hotel Lowry, St. Paul. They are Prof. T. A. Erickson, State Club leader who has been identified with the 4-H Club movement in Minnesota many years; Fred Haralson, superintendent of the Fruit Breeding Farm, Excelsior, and Ludwig Mosbeck, well-known Nurseryman of Askov.

Roy D. Underwood, Jewell Nursery Co., Lake City, Minn., was the principal speaker on the evening program. A bronze medal was presented to the Franklin Nursery, Minneapolis. Fruit breeding reports were presented by Prof. W. H. Alderman, Mr. Haralson and Dr. Wilcox.

Obituary

Alexander Montgomery

Of Alexander Montgomery, active head of the Montgomery Co., Hadley, Mass., noted rose grower, Secretary Robert Pyle, American Rose Society, says: "March 22, 1904, when William J. Stewart was secretary and John N. May was made treasurer, Alexander Montgomery was elected to the office of president of the American Rose Society, which position he held for the following three years. The older men in the trade will recall Mr. Montgomery as among the earliest of the notable American hybridizers of under-glass roses. The high standard of quality that characterized the varieties that emanated from the great range of greenhouses at Hadley, near Amherst, Mass., is but a reflection of keen interest, skill and devotion which were so steadily and successfully applied. The name of Alexander Montgomery will go down in America as one who made a most notable contribution and helped promote the advance of the rose."

William Dunn Sturrock, 40, founder of Exotic Gardens, Miami, Fla., in 1915, died Nov. 16. He was a native of Scotland, was one of the prominent landscape architects of south Florida and designed many winter homes in Palm Beach and Miami.

John H. Bray, 65, proprietor of Silver Bow Nursery, Butte, Montana, died Nov. 9.

A. Willis Clark, Nurseryman, Schenectady, N. Y., died Nov. 21.

A Friendship Offer to Our Fellow Nurserymen

FIFTY YEARS' continuous and successful experience in every phase of the Nursery business has taught us many valuable lessons.

This knowledge not only embraces the fundamental principles of plant culture, but also includes the important function of service to the public—a service which we have developed to a standard that has attracted country-wide attention of fellow Nurserymen.

If you, as a Nurseryman, have never been numbered among the hundreds of fellow workers who have visited our Nurseries at Painesville, we want you to consider this message as a Friendship Offer to visit us at any time it is convenient to you. Our interest in the Nursery business is not self-centered, if we have solved problems—overcome obstacles—which now confront you, we'll gladly and freely give you the result of our vast and varied experiences.

The Cole Nursery Company
Painesville, Ohio

**PORTLAND ROSES
EVERGREENS
CONIFERS**
Mt. View Floral Nurseries, Inc.
TROUTDALE, OREGON

THIS SIZE SPACE
\$1.40 Per Issue
Under Yearly Term \$1.25

Chinese Elm

JAP. FLOWERING CHERRY
JAP. WEEPING CHERRY
PAUL'S SCARLET THORN
FRUIT TREE SEEDLINGS

C. L. rates to some point near you.
Ask for trade list.

Washington Nurseries
TOPPENISH, WASH.

Wide Experience of New Chief of State Bureau

As previously announced, J. D. Meriwether, San Fernando, Cal., Nurseries, is now chief of the Division of Nursery Service, Bureau of Plant Industry, California Department of Agriculture. With the voluntary tax imposed upon themselves by the Nurserymen of California, Mr. Meriwether will be afforded opportunity to effect efficient pest control methods and sane inspection policies for the transportation of plant materials.

Mr. Meriwether began work in the Nursery business with Stark Brothers Nurseries, Louisiana, Mo., in 1896. He was with this firm until 1913 when he became associated with the late George C. Roeding. He was in charge of the offices of the Roeding Company in southern California where he had supervision of the Nurseries in Orange County and the citrus grove in Tulare County.

In November, 1917, John A. Armstrong of the Armstrong Nurseries recognized the ability of Mr. Meriwether and made him his right hand man. In this position Mr. Meriwether gained valuable experience in the management of the Nursery and the handling of deciduous fruits, Nursery stock and other horticultural activities. Mr. Meriwether resigned his position with the Armstrong Nurseries in 1927 to become general manager of the San Fernando Nursery Company. He has served as president of the California Association of Nurserymen.

L. S. Meriwether, son of J. D., is taking over the active management of the San Fernando Nursery which is undergoing reorganization.

Tree Dahlia in Bloom—The giant Charlotte La France dahlia, growing in tree form and towering 10 feet 9 inches, still reigns supreme in the garden of Mrs. Margaret Wagner, McMinnville, Ore., not yet having been touched by frost, says a Nov. 16 despatch to the Western Florist. Nov. 1 a careful survey of the plant was made, and it was found that there were 300 gorgeous blossoms and buds still remaining on this remarkable dahlia. The blossom is yellow, tinged with pink.



J. D. MERIWETHER
Chief of California Nursery Bureau

Trade Practice Conferences

Proposals to give trade practice conference agreements legislative sanction by amending the Federal Trade Commission act, were considered at length by Washington members of the Congress of Industries meeting at chamber headquarters. No definite conclusions were reached but the suggestion was made that the proposed measures be given consideration by other local groups preparatory to a discussion of the subject by the Congress itself at a meeting to be called early next year. The question is also before the Trade Relations Committee of the National Chamber and will probably be taken up at its next meeting.

Fines in Japanese Beetle Case

Judge Bourquin of the U. S. District Court at Trenton imposed fines on six men who had transported sod infested with Japanese beetles from Monmouth County, N. J., across the quarantine line and into Connecticut. The sod was moved in the spring of 1930, but beetle damage at Ridgefield did not become evident until last summer. Prosecution followed and fines amounting to \$290 were imposed October 16. Said Lee A. Strong, Chief of the U. S. Plant Quarantine and Control Administration: "This case emphasizes that it is the transportation of prohibited material which is the offense against the quarantine laws."

Page Nursery, Chino, Cal., has been sold to Jack Zillian and Hubert Lucas.

Coach the Customer

By Charles A. Ruff, Assistant Park Superintendent, Beaumont, Tex.

There is one thing that we have noticed in the past two years that has come about in the ladies' work, and that is the maintenance and upkeep of the shrubs and plants. After they are planted, Nurserymen probably do not realize the necessity of that as much as they should. It is a sad thing that the public is not any more acquainted with that than they are. The public does not have any more idea about how shrubs should be kept than they would know how to drive an automobile if they had never driven one before, and it seems that the Nurserymen's job is not completed until he has shown his customer how to take care of the shrubs.

Another New J. & P. Rose

The Alfred E. Smith rose, a newly developed bud of gold and salmon, suffused with misty amber and coral hues, was dedicated Nov. 24 in the office of the former governor in the Empire State Building in New York City to "the man best loved by his fellow citizens."

Mr. Smith stood beside a three and one-half foot crystal vase, containing four dozen freshly cut specimens of the flower, while J. H. Nicolas, head of the research department of Jackson & Perkins Company, rose growers and Nurserymen, Newark, N. Y., spoke of the advent of the new member of the rose family.

Mr. Smith thanked Mr. Nicolas. "By the way," he added, "where is Newark?"

"Why, it is in Wayne County, and it is the greatest center of horticulture in America," Mr. Nicolas replied.

Carl A. Tromble, who for 20 years has been connected with leading Nurseries of Arkansas and New England, recently purchased a suburban farm at Bentonville, Ark., and is now in business for himself.

FRUIT TREES

Apple, Peach, Cherry, Plum

SHADE TREES

APPLE SEEDLINGS

PEAR SEEDLINGS

Japan and Ussuriensis

SPIREA VANHOUTTE

PRIVET

Amoor River, North

HYDRANGEA PANICULATA

GRANDIFLORA

RHUBARB

Myatt's Linnaeus

"I Started as a Nurseryman"



Anthony Mazzetti

Anthony Mazzetti of Tuckahoe, N. Y., writes: "Your lessons were a great help in gaining the position I now hold. I started as a nurseryman but now I am a landscape salesman receiving a far bigger salary. I thank you for the wonderful attention you gave during my course of study, and as a graduate of your school, I recommend it very highly."

Learn Landscape Architecture At Home • By Mail

If you own a nursery, it will greatly increase your profits. If you work in a nursery, it will raise your salary. Our home study course will prepare you in less than a year to enter this profitable work. Send coupon for FREE booklet describing the course and opportunities.

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Please send me a Free Booklet mentioned above.

Name

Address

Rhododendrons, Kalmias and Azaleas

We can supply both collected and nursery-grown plants of the above in any quantities and sizes.

Orders booked now for fall and spring shipments.

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LINVILLE, NORTH CAROLINA

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Address all communications to:
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SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans. Strawberry, Rhubarb, Asparagus

L. J. Rambo's Wholesale Nursery
Bridgeman, Michigan

PEACH PITS

OUR PITS COMPARE FAVORABLY

WITH THE BEST

HOGANSVILLE NURSERIES

Hogansville, Georgia

J. H. Skinner & Co.

TOPEKA, KANSAS

LITERATURE

Garden Club Manual: By Edith R. Fisher; 8vo., pp. 123, illustrated; cloth, \$2 postpaid: Rochester, N. Y., American Fruits Pubg. Co.

The great interest, widely extended, in gardening has resulted in formation of almost innumerable garden clubs throughout the country. Naturally a manual to guide the formation and conduct of such clubs should result; and here it is. Some of the chapter headings readily indicate its nature: Why a Garden Club; Organization; Financing; Programs; Flower Show Planning and Staging; Suggestions for Exhibits; Judging Points; Junior Garden Clubs. There are 11 full-page half-tone engravings. It is a Macmillan production.

Hillenmeyer Catalogue—For the retail trade. Emphasis is laid on the fact that prices have been revised downward considerably. The value of Nursery stock as an investment is stressed. "Is there any other thing about your home that grows in value, interest and beauty each succeeding year like trees and plants?" say the authors. "Most other things are wearing out with use and age and constantly depreciating in value. That is why we say our Nursery stock is a permanent and accumulative investment. What is that shade tree that cost you two or three dollars a few years ago now worth to your place?" The catalogue is on coated paper throughout, is profusely and effectively illustrated, lists a general line of Nursery stock, is closely indexed and in a variety of ways indicates the practicability of a successful silent salesman.

The well-known house of **Samuel McGredy & Son**, Royal Nurseries, Portadown, Northern Ireland, makes an interesting trade offer for 1931-32 in regard to Irish roses, rose and fruit stocks, double gypsophilas, etc. By appointment to His Majesty the King. It is declared that McGredy's stock of roses is the largest in Great Britain, numbering approximately 800,000 bushes. No disease of any description. Stock of coniferae so large that it can be offered at competitive Dutch prices.

Select Your Medium Accordingly—“The proper purpose of an advertisement, however, is not to make all eyes hesitate. Rather is it to catch those eyes which belong to prospective purchasers. This little group of interested prospects is naturally startling smaller than the entire readership of the magazine. But, big or little, it is the only group you need bother about.”—More Profits from Advertising

National City Bank of New York, in report on Porto Rico trade for fiscal year ended June 30, 1931, cites bulbs, roots, trees, plants exported to the United States to the value of \$37,602; no exports to foreign countries.

Florida Florists Association has elected M. E. Schneiler, Ocala, Fla., vice-president for Nurserymen.

THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade. With a record of fifty-three years of service. Practical departments and active committees. National conventions of inestimable value.

President—E. C. Hilborn, Valley City, N. D.

Write **CHARLES SIZEMORE**, Secretary, Louisiana, Mo., for full particulars

1932 CONVENTION, WEST BADEN SPRINGS, INDIANA

More \$\$\$ by Saving Cents

With today's low prices, your surest way to increase profits is (1) to sell more stock (2) at lower production and selling cost. You can do this with the complete, practical information available now for the first time in



The Modern Nursery

By ALEX LAURIE

and

L. C. CHADWICK

For nurserymen, florists—everyone who grows or sells ornamental or fruit plants—it is as necessary as a mariner's chart to an ocean pilot. Commencing with a survey of the nursery business, it contains chapters on the location and layout of the nursery; tools; structures for propagation; soils and fertilizers; several chapters on the different methods of propagation, all containing the latest results of practical research; cultural practices; control of pests; storage, packing and grading; office management; selling methods; nursery laws and quarantines; and plant patents.

C. E. Cary, Educ. Director of the A. N., says: "With a copy at hand for ready reference the various workers in the nursery can now determine the correct solution to the many problems that are presented day by day. The general manager, the field foreman, propagators, packers, and salesmen, in fact all nursery employees can read it, study it, and profit thereby."

A nurseryman says: "It will save some nurserymen hundreds—perhaps thousands—of dollars this coming season to read the propagating tables alone."

An editor says: "No matter what literature a nursery concern or an individual

nurseryman may have in his library, *The Modern Nursery* should be added."

A seed importer and wholesaler says: "The chapter on propagation from seed answers so many questions which we receive from customers that the book should be of immense value to those in or contemplating entering the nursery trade."

The book contains 500 pages of tested information, with 110 illustrations and 70 useful tables. Based on actual practices of leading nurserymen in every section of the country. If you use but one-tenth of its ideas you will get back your investment many times over."

Built sturdily and bound in wear-proof fabrikoid to give service in your office, potting shed, greenhouse and in the field.

Price \$5.00, postpaid from

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THE WESTMINSTER NURSERY

Westminster, Md.

Offers in carlots or less—

CALIFORNIA PRIVET, 1 and 2 yr. in grades LOMBARDY POPLARS & ORIENTAL PLANES SHRUBBERRY, 1½ to 6 feet.

Upwards of 750 varieties of PERENNIALS, excellent assortment. EVERGREENS, good assortment, large supply of Thuja Pyramidalis, also lining out stock from 1 and 2 year transplants in beds and field, also 2½ inch pots.

Attractive prices will be quoted. Send us your want list.

BOXWOOD

Old English-Dwarf

	10	100	1000
4-6 in. X.....	.15	.12½	.10
6-8 in. XX.....	.25	.20	.18
8-10 in. XX, B & B....	.50	.40	.35
10-12 in. XX, B & B....	1.00	.75	.65
12-15 in. XXX, B & B....	1.25	1.00	.90

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Vice-President—Paul Stark, Louisiana, Mo.

Should Prospective Customers Buy Garden Plans

Discussing the question of whether Nurserymen should ask payment from prospective customers for garden plans, the Horticultural Advertiser, Nottingham, England, says:

We think it right to say at once that our view is that Nurserymen should in general ask for payment for proposed plans skillfully prepared at the request of prospective customers, and that while payment may be waived if the Nurseryman obtains the job, in all other cases payment should be insisted upon.

We think this important for various good reasons. The first is the question of copyright. A Nurseryman's garden plans may have a very great value from the point of view of copyright. But if the Nurseryman gives away these plans for nothing, the copyright, although it still exists, is obviously worth nothing, and if the Nurseryman had his copyright infringed, how could he complain when he has himself shown that the plans themselves are virtually valueless?

Next, if Nurserymen are going to give plans for nothing, a wily customer may demand garden plans from half a dozen Nursery firms, and obtain them. Having so done, and paid nothing, he could refuse to employ any of the Nurserymen, and merely use their plans or a composite plan made up from theirs. Then he need pay the Nurseryman not a penny for their brains, time, and skill, expended upon the plans.

He could go even further. He could give away the other garden plans which he did not want to his friends for their gardens. And, quite clearly, if the trade puts no value on its plans the customer is likely to do the same.

Barbier & Co., Orleans, France, fully complying with British regulations relating to Colorado beetle restrictions, finds that the beetle has been blown by unusual storms to points within the prohibited area surrounding its French Nurseries. Its appeal for special ruling is not likely to be granted.

\$20,000 Nursery Contract 12 pt hdg

The Siebenthaler Company, Dayton, O., has been awarded a contract by City Manager C. A. Dykstra and City Purchasing Agent Charles E. Lex, Jr., Cincinnati, O., to supply nearly \$20,000 worth of trees to be used in landscaping grounds surrounding the new Union Terminal building in Cincinnati.

The company has in its Morain City grounds 458 large elm and scarlet and red oak trees and ornamental plants to be delivered in Sept. 1932 under this contract at a cost to Cincinnati of \$8,132. The 1933 delivery will net the company \$11,426.

Nurserymen Discuss Rabbits

Some sections of New York state have been reported to be overrun with cottontail rabbits while in others a scarcity was noted. It had been proposed that the rabbits be trapped in the plentiful districts and released in the districts where they had been growing scarce. When William C. Adams, chief of the Division of Fish and Game, met the Nurserymen and sportsmen in Dansville recently, he found both groups opposing such a plan. C. W. McNair, president of the state association of Nurserymen, said his members would be satisfied if the state would continue to permit the use of ferrets in eliminating rabbits in the overrun districts. J. R. Leven, president of the Dansville Fish & Game Protective Association, representing the sportsmen, objected to trapping, agreeing with the Nurserymen that ferrets and huntsmen together would serve to reduce the oversupply. Chief Adams held the matter under advisement.

J. B. Baker, Fort Worth, Tex., reports that the outlook for the Nursery business is good in his section even though prices of stock are down. He says many inquiries are being received, and good-sized shipments are being made, some of them to distant states. Stock is plentiful and quality good.

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Penn Valley, Narberth, Pa.

NEW YORK NURSERYMEN'S ASSOCIATION

C. J. Maloy, Rochester, N. Y., Secy.

Editor American Nurseryman:

Annual meeting will be held at Hotel Seneca, Rochester, N. Y., Jan. 7, 1932. The meeting this year will be on but one day, with sessions morning and afternoon and a banquet in the evening. An interesting program is assured.

C. J. MALOY, Secy-Treas.

IOWA NURSERYMEN'S ASSOCIATION

C. C. Smith, Charles City, Secy.

Iowa Nurserymen's Association in annual session at Iowa State College, Ames, Nov. 12 elected: President, Fred Jackley, Panora; vice-pres., William H. Mast, Davenport; secy-treas., C. C. Smith, Charles City. Prof. J. C. Cunningham welcomed the Nurserymen. "City Planting" was the subject of an address by Paul Sandahl, Des Moines. P. H. Elwood, Iowa State College, discussed "Roadside Planting." The following committee will confer on the subject with the Iowa highway commissioner: Earl Ferris, Hampton; A. J. Bruce, Des Moines; W. J. Hughes, Cedar Rapids; C. H. Heard, Des Moines; E. F. Edmundson, Perry; B. S. Pickett and P. H. Elwood, Ames.

Vernon T. Stoutemyer reported on propagation investigations. C. E. Cary, educational director, A. A. N., reported on the Nurserymen's National Publicity Campaign.

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Nursery Trade Bulletin

Edward H. Burson, for several years associated with Green's Nursery Co., Rochester, N. Y., has established a Nursery at Chili, N. Y.

Texas Pecan Nursery, Tyler, Tex., received \$300 per acre from nuts and cotton in the tenth year after setting its pecan orchard interplanted.

Wells M. Dodds, North Rose, N. Y., Nurseryman, has entered the greenhouse business in Wolcott, N. Y., in connection with his North Rose Nursery.

Potted shrubs to the number of 526 were given away at the opening of the new Marita Nursery, Bellflower, Cal., recently. Charles Heminger, proprietor, reported 700 visitors.

The Strawberry Situation—A general increase in strawberry acreage is estimated by government statisticians for 1932, increases ranging from 9 to 38% in the strawberry growing states.

Earl C. Scott on Sept. 4 was appointed receiver in Superior Court of the State of Washington for Malmo & Co., Seattle, Wash. He will continue the business on the lines it has been running on in recent years.

The most up-to-date methods of transplanting were explained to members of the Lowell Garden club at a regular meeting of that organization last month at All Souls parish house by Henry Wild, well known New England Nurseryman.

Retail Price List—Suggested prices in retailing Nursery stock were suggested at the Durant convention of the Southwestern Association of Nurserymen. These prices have been tabulated and are available in pamphlet form by members.

B. Ruys Ltd., Dedemsvaart, Holland, find that it must complete contracts made in England to supply Nursery stock, though depreciation of the pound sterling causes a 20% loss to the Dutch concern in so doing. The firm's action is voluntary.

Plant Patent No. 5—On a rose, the claim for which is that it is characterized "by petals having a major portion of both sides the color of Rose Carthame," plant patent No. 5 was issued to Victor Groshens, Roslyn, Pa., November 10. The application had been filed April 20, 1931.

Bulb Industry Growing—A Bureau of Agricultural Economics survey shows that bulbs are being grown in practically every state, principally in east and west coast states and those bordering the Great Lakes and Gulf of Mexico. Large increases in plantings are reported by producers.

Dining Table Fashions—Thousands thronged the Y. M. C. A. annex in Decatur, Ill., Nov. 15, for the annual two-day chrysanthemum show conducted by the Decatur Garden Club, Park Board and the Florists and Nurserymen's Association. From 11 a. m. until half an hour after the scheduled time of closing, interested spectators viewed the arrangement of chrysanthemums, the shadow boxes and "what the well-dressed table will wear." It was estimated that more than 12,000 persons saw the exhibit.

Strawberry Plants of Quality

WE have to offer for Fall and Spring sales 1,500,000 Mastodon Everbearing, 500,000 Progressive Everbearing, and 125,000 of the Great Youngberry, a new Dewberry. 3,000,000 new Blakemore, the best early Strawberry. Millions of standard varieties. TRADE LIST FREE!

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400 Acres of EVERGREENS, SHRUBS, TREES

Write for Price List

Breeding Resistant Varieties Less Spectacular

Than Some Achievements of Bureau of Plant Industry, But Highly Important in Avoiding Increasing Losses, Says Chief William A. Taylor

Stabilized, rather than increased, agricultural production is the ultimate goal of the Bureau of Plant Industry of the U. S. Department of Agriculture, says the annual report of William A. Taylor, Chief of the Bureau, to Secretary Arthur M. Hyde.

With foreign competition for the American farmer increasing in the production of most of his crops, the bureau has directed research toward improving the quality of his products and reducing unpredictable fluctuations caused by pests or other hazards such as the weather, Doctor Taylor says.

It is largely against these wide fluctuations in production that the work of the bureau has been directed. The work takes two directions. One is in the discovery and promotion of better cultural practices. The second is in the development of plants which reduce production hazards such as pest and weather damage.

"The control of plant diseases through the breeding of resistant varieties is less spectacular than some other agricultural achievements," says Dr. Taylor, "but the results of recent years establish this as the most economical and most effective method of avoiding increasing losses in regions where the climatic and other factors require large acreages of the same crops year after year."

Fruits received much attention from the bureau. The problem of Northwest apple packers who needed a satisfactory method of removing oil and arsenical spray residue from apples was solved by the perfection of a heated washing solution. Further tests on the Blakemore and Redheart strawberries, two varieties developed by the bureau, show the Blakemore ideal for the Atlantic coast and Redheart in much favor in the Pacific Northwest for canning and early marketing.

Disease eradication is a definite part of the bureau's policy. More than 12,000,000 peach trees were inspected in Georgia and Alabama in this, the second year of the campaign against the phony peach disease. Inspection disclosed the disease this year in Arkansas, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Florida, Texas, and Illinois. Work of the year indicates that citrus canker may be entirely eradicated.

The bureau not only helps farmers to grow commodities, but it seeks methods which will aid in their marketability.

In tree work, the bureau has furthered the planting in this country of chestnut trees from Japan, which are resistant to American chestnut blight. Dutch elm disease has been discovered in Ohio and a nationwide search is under way to prevent further outbreaks. The campaign for the control of white pine blister rust continues in cooperation with the states particularly interested in the production of white-pine timber and the perpetuation of white-pine forests.

Phony Peach Disease

The Federal quarantine on account of the phony peach disease was today extended by the Secretary of Agriculture to cover the States of Louisiana, Mississippi, and South Carolina, parts of the states of Arkansas, Florida, Illinois, North Carolina, Tennessee, and Texas, as well as those parts of Alabama and Georgia which are not already under quarantine to prevent the spread of this disease. The revision becomes effective November 30, 1931.

The products restricted under this quarantine are peach trees, peach roots, nectarine trees, nectarine roots, or any kinds or varieties of trees or shrubs grafted or budded on peach or nectarine roots. The fruits do not carry the disease and are, therefore, not affected by the quarantine. The interstate shipment of these articles from the quarantined area is conditional on securing a Federal permit for such shipment. The Department of Agriculture issues Federal permits only for peach and nectarine trees and roots which have been produced at least one mile from any known infection of the phony peach disease.

The quarantine regulations restrict the movement of peach and nectarine trees and roots, not only from the quarantined to non-quarantined states but also from one quarantined state to another. In connection with this latter provision, the department announces that it makes this requirement on the assurance by the responsible plant quarantine officers of most of the states concerned that they will either continue or immediately undertake an active eradication program which, in the judgment of the Federal Department, will suppress the phony peach disease.

A retail branch has been opened by the Raynham Nurseries at Raynham Center, Mass.

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Chief Exponent of the Nursery Trade

Pinellas Nurserymen's Association, St. Petersburg, Fla., has elected: President, Samuel Long, Gulfport; vice-pres., R. W. Pickett, secy-treas., Mrs. A. G. MacCaulay.

Says Nurseryman Claussen, Brawley, Cal.: "The service clubs have persuaded the local Chamber of Commerce to give cash prizes once a year for the most beautiful front yard; paint, trees, lawns, flowers scoring. During this latter campaign, the daily paper plays it up once or twice a week, showing a picture of a beautiful home. And the man whose place is shown feels mighty proud and tries to do it again, while his neighbor feels that he will be the lucky one next year. And so the leaven works."

"All of this greatly stimulates the planting of Nursery stock. It can be done. It has been done and is being done now. Of course, it may take some time and patience with the possible buyers, but in the long run it will pay."

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STERLING TOBACCO POWDER for fumigating and dusting. Kills Aphid, thrips, green fly, black fly, etc. 5% nicotine content. Used by leading growers. 25 lbs. \$2.00, 100 lbs \$5.00. Sterling Remedy Company, 1403 Cypress, Louisville, Ky.

TRADE LITERATURE

TREE CROPS, by J. Russell Smith. Pages 333. Illustrated. \$4.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

ROADSIDE DEVELOPMENT, by J. M. Bennett. Pages 265. Illustrated. \$5.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

GARDENING IN THE LOWER SOUTH, by H. Harold Hume. Pages 453. Illustrated. \$5.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

SOILS: THEIR PROPERTIES AND MANAGEMENT, by Lyon, Pippin and Buckman. Pages 764. \$3.40 postpaid. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

ELEMENTS OF PLANT SCIENCE, by C. J. Chamberlain. An introduction to the study of plants by one with experience in imparting knowledge of principles of plant culture of practical value. \$1.90 postpaid. American Nurseryman, Rochester, N. Y.

ROCK GARDEN AND ALPINE PLANTS, by Henry Correvon. Pages 544, with illustrations in black and white and color. \$6.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

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